General Services Administration/State of Iowa/Arizona State University Partnership

Instructional Training and Development

OBJECTIVE

The objective of this project is to develop Internet related instructional materials for use by various levels of government and the general public. The project will include the following components:

- Establish a web server to deliver instructional materials (Media 4) previously developed under a GSA/ASU partnership via the Internet

- Produce a 30 minute broadcast quality video tape that can be used to educate government employees and the general public the potential uses of the Internet

- Enhance the previously developed Media 4 CD-ROM to include new materials from the develpoment of the video tape

- Format the video tape for delivery via the Internet using the web server described above

Description

The narrative below details areas of focus toward a production agreement with the General Services Administration and related projects. The preparation and production would be conducted from a perspective of building upon the work of previously and presently funded projects, incorporating work produced as part of the Media.4 project, as well as current areas of focus and development within the Iowa State project.

Implementation and production would take place in collaboration/consultation with GSA and its designees (e.g. the Iowa project staff) in order to develop applications which are of use to various levels of government as well as the public sector. Through a series of collaborative interactions (virtual as well as in-person) the development team, comprised of GSA, ASU and Iowa personnel, would provide input to the creation and refinement of the proposed products.

By leveraging the instructional development and application production resources presently assembled at Arizona State University (personnel, equipment, skill), the proposed project will maximize the investment of support provided by GSA. The proposed project will build upon and utilize existing resources and technologies-rather than reinvent available resources, to produce innovative, effective learning applications. The production costs associated with each of the individual components of the proposed project would, considered in isolation, exceed the total requested funds. By

combining resources across proposed projects (for example, utilizing the programmer and designers on the video toward production of the Internet-based instructional environment), costs are significantly reduced.

Evaluation and Dissemination

Evaluation of the effectiveness of design and implementation of the developed resources will be continuously and deliberately conducted, with input from GSA and the Iowa project staff. In addition to the development of the products detailed below, a database/knowledge-base addressing the relative effectiveness of each component of the project will be produced-allowing future development to build upon and benefit from the present project.

PROJECT DELIVERABLES

Enabling citizens to benefit from effective and innovative instructional materials delivered via different media (video tape and CD-ROM, television and the Internet) requires coordination of resources from content area experts, researchers, application developers (programmers), delivery mechanism experts (networking and system administrators), production support-computer graphics experts, interface design experts, screenplay writers, producers, etc). The proposed project incorporates a multi-method approach to training, education, and information dissemination. Through the use of video, internet-based resources, CD-ROM, and print material, user confidence and competence will be enhanced. The following will be produced as part of this project:

Video Tape

Video Objective: Deliver instruction/demonstration of the uses of network technology through use of informative and ejoyable video. A 30 minute professional, broadcast-quality video will be produced. The video will cover up to six topics related to the uses of the Internet, such as internet commerce, the use of intranets, on-line government services, etc. The approach of the video will be a publicly consumable, enjoyable, format, structured around the 30-minute television situation comedy genre. The goal of the video will be to deliver information in an effective manner avoiding traditional talking-head, stand-and-deliver models. The video will be produced in close coordination with GSA and the Iowa Project staff; allowing for refinement and revision of content and coverage throughout the development and production process. Full digital post-production techniques will be applied. The resulting master will be in digital format, with production masters in SVHS (or other designated formats). A digital form of the video will be made available on the Internet via video streaming technologies using a fully configured web server provided by ASU. The web server will be located at a site approved by GSA.

Upon completion of the video tape, ASU shall provide 4 master tapes and 100 copies of the video tape to GSA for use in support of the Iowa Project.

Associated video tape production costs:

Video planning and production staff, script/screen-play writers, facility/studio rental, supporting post production and post production equipment . Magnetic media, supplies. Personnel: production crew, post-production designers, actors.

CD-ROM

An extension and revision of the interactive courseware developed as part of the Media.4 CD-ROM will be produced to feature a truly distributed learning environment. These supporting instructional materials will be internet accessible, delivering information and instruction via the use of synchronous and asynchronous instructional approaches. Utilizing developing network-based, cross-platform resources such as video and audio streaming, Quicktime VR, VRML, JAVA, on-line discussion groups, and interactive collaboration areas, this instructional and informational environment will provide demonstration and example of the effective delivery and support of instruction via the Internet. The CD-ROM shall be both MAC and PC compatible.

Upon completion of the CD-ROM, ASU shall provide 100 copies of the CD-ROM to GSA for use in support of the Iowa Project.

Web/digital video Server/Storage resources

In order to effectively and efficiently deliver video and digital content (web hosting), A web server with video streaming capabilities will be constructed and housed at a site determined by GSA. System setup and administration will be conducted by administrators at Arizona State University. At this time, the recommended hardware/software specifications are provided:

> Sun Ultra2
> 124mb RAM
> 9GB external disk
> Solaris 2.5 operating system

ASU shall provide a turn-key system and provide the current Media 4 video tape on digital format for delivery via the web server. Upon completion of the video tape described above, ASU shall reconfigure the web server to enable it to deliver the new video materials via the Internet.

PROJECT COSTS:

Funding support requested by Arizona State University to produce the deliverables described above include:

Personnel - $107,000

Equipment and supplies -	$ 90,000
(Includes server/storage costs of equipment	
to be housed at GSA of 15,000)	
Travel -	$ 3,000
Total funds requested:	$200,000

PROJECT MILESTONES:

July 1997 - Begin project

- Identify audience for the video project
- Identify topic areas for inclusion in video production (e.g., Use of intranets, electronic commerce, on-line government services, etc)
- List goals and objectives for selected high-priority areas of coverage
- Obtain feedback from GSA and Iowa partners
- Assemble video production team, writers, producers
- Begin storyboard
- Acquire necessary equipment/resources

September 1997

- Complete storyboard
- Begin scripting and character selection
- Provide and configure a web server to deliver the current Media 4 video materials via the Internet

October 1997

- Continue script writing/refinement
- Interview actors
- Begin CDROM programming/graphics development
- Begin webserver/client interface

November 1997

- Continue script writing/refinement
- Conduct actor interviews
- Hire actors for first 2 segments
- Begin filming first 2 segments

December 1997

- Complete filming/editing of first two segments
- Have viewing for feedback from GSA & Iowa partners
- Continue script writing/refinement
- Continue actor interviews/hiring

December 1997 - February 1998

- Continue script writing/refinement

- Continue actor interviews/hiring
- Filming/editing of remaining segments

February 1998 - March 1998

- Filming of remaining segments
- Provide segments viewing/feedback from project partners

April 1998

- Final filming
- Refinement

May 1998

- Completion of video production/editing
- Continue production of CDROM

June 1998

- Beta test cdrom
- Incorporate feedback/recommendations

July 1998

- Reconfigure web server to enable delivery of new video materials via the Internet
- Refine cdrom

August 1998

- Deliver cdrom master and webserver